

REMARKS

In light of the above amendments and remarks to follow, entry of this amendment and reconsideration and allowance of this application are respectfully requested.

Claims 13-19 are pending in this application. Claims 17-19 are added.

Claims 13-16 were rejected under 35 U.S.C. § 102(e) as being anticipated by Smith et al. (Published U.S. Patent Application 2002/0010625)

However, the present claims now recite "assigning points to the content in each favorite content list in inverse proportion to a number of contents listed in the corresponding favorite content list." (Claims 13-16) This feature of the present invention corresponds to the disclosed second embodiment shown in Figures 9 and 10 and described in paragraphs [0121-0138] This second embodiment discloses a way of assigning points to content listed in a favorite content list based on the total number of contents in that list; such that content in different favorite content lists have different weight in the rankings. (See paragraphs [0125-0127]) Applicant respectfully asserts that Smith fails to teach or suggest this "inverse proportion to a number of contents" feature as recited in the present claims. For example, Smith would provide that each item (content) has the same weighting (e.g. 1 point).

Accordingly, for at least this reason, Smith fails to anticipate the present invention and the rejected claims should now be allowed.

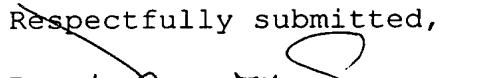
As it is believed that all of the rejections set forth in the Official Action have been fully met, favorable reconsideration and allowance are earnestly solicited.

If, however, for any reason the Examiner does not believe that such action can be taken at this time, it is respectfully requested that he/she telephone applicant's attorney at (908) 654-5000 in order to overcome any additional objections which he might have.

If there are any additional charges in connection with this requested amendment, the Examiner is authorized to charge Deposit Account No. 12-1095.

Dated: November 29, 2007

Respectfully submitted,

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